

**DOWNTOWN ORILLIA MANAGEMENT BOARD
REGULAR MEETING
MINUTES**

March 19 2013 – 6:00 pm
in the DOMB Board Room
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Present: Sarah Valiquette-Thompson, Councillor Pete Bowen, Bob Willsey, Helen DiPardo, Eric Cathcart, Ron Spencer, Susan Willsey.

Regrets: Mariano Tulipano, Nick Rasetta

Also Present: Dan Landry, Ralph Cipolla, Lisa Thomson-Roop, Aaron Schoenmaker.

1. Open Session

2. Chair – Sarah- Valiquette-Thompson

3. Call to Order- 6:21pm

4. Approval of Agenda- Carried as amended to move deputation motions to immediately after Closed Session.

5. Disclosure of Interest – Councillor Pete Bowen declared a conflict on all Orillia Beatles Celebration discussion as he is an organizer.

6. Deputations

- a. Orillia Tourism Co-op - Darcy Hoover – Dan Landry, Manager of Economic Development delivered the presentation instead of Mr. Hoover who was unable to attend.

3rd year of Marketing Tourism co-op. This partnership has been identified as a good one for the RTO7 funding grant. Partners include City of Orillia EDC and Park's Recreation and Culture departments, Chamber of Commerce, Lake Country, and the Hotel Association.

- b. Orillia Beatles Celebration – Ralph Cipolla

- Councillor Pete Bowen left the room as he declared a conflict of Interest.

Request:

\$5000.00 in sponsorships, \$350 in Downtown Dollars for prizes, Staff time, Organize the Harvest Festival the same day, free parking, request the road closure: Albert to Front Street.

7. Minutes

February 19, 2013- Carried.

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8. Closed Session – *Defer until the next meeting.*

a. Motion to move into Closed Session

THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Board boardroom to deal with matters pursuant to Section 239(2) (d) of the said Act (Personnel Matters)

b. Closed Session Items

Personnel Matter- Re: Staff Contracts

c. Motion to rise and report to Open Session

9. Open Session *(not applicable)*

10. Motions arising from Closed Session Discussions *(not applicable)*

11. Deputation Motions

1. Orillia Tourism Co-op

Motion 1

Moved: Bob Willsey

Seconded: Susan Willsey

MOTION 1: THAT the DMB participate in the Tourism Co-op buy at a cost of \$6000.00, contingent on the billboard being part of the campaign.

Carried.

2. Orillia Beatles Celebration

Councillor Pete Bowen left the room as he had declared a conflict

Action: Send proposal to Event and Marketing Committees for comment

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12. Correspondence – Information Items

- a. CDC- 2012 Professional Development Program
- b. Office of the Mayor- Tag Days- The Navy League
- c. Office of the Mayor – Tag Day – Orillia Prostate Cancer Awareness Group
- d. Office of the Mayor – Tag Day – Orillia Channel Cats
- e. Office of the Mayor – Tag Day –Ontario SPCA
- f. Office of the City Clerk –Downtown Great Easter Egg Hunt – Parking Lot Closure
- g. Office of the City Clerk – Appointment of Ron Spencer to EDC
- h. Office of the Mayor – Tag Day – The Navy League
- i. Treasury – Budget Report Ending Dec 31, 2012
- j. Treasury - Detailed Trial Balance for 2012
- k. Orillia District Chamber of Commerce – Thank you for membership fee

Received as Information

13. Correspondence – Action Items

- a. Peter Street Arts Group Update and Requests – Linda Tiffin

Motion 2:

Moved: Bob Willsey

Seconded: Helen DiPardo

“THAT the Downtown Orillia Management Board apply to Orillia City Council for the road closures requested by the Peter Street Arts Group.

AND THAT the DMB provide \$150.00 in Downtown Dollars for the Spring Fling at the end of April 2013.”

Carried.

- b. Planning Department – Jeff Duggan Senior Planner – 66-68 Matchedash St. N
Action: Reply that the board has no comments/objections to the proposal.

- c. Inochi Spa/Dragon fly Room – Event Sponsorship Request Letter

Motion 4

Moved: Helen DiPardo

Seconded: Ron Spencer

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**“THAT the Downtown Orillia Management Board provide \$50 Downtown Dollars and social marketing support to Inochi Spa and Dragon Fly for their event.”
Carried.**

14. Reports

- a. Financial Report

Motion 4:

Moved: Bob Willsey

Seconded: Eric Cathcart

**“THAT the Downtown Orillia Management Board pay the financials dated prior to March 19, 2013.”
Carried.**

- b. Recreation Facility
255 surface facilities have been forwarded to the Capital Facilities Budget Meeting next month.
- c. Events Committee
Getting feedback about events that involve road closures.
- d. Marketing Committee
Held the 2nd meeting – Target Markets. Brand elements next meeting
- e. Mariposa Partnership/Sponsorship/Program

Motion 5

Moved: Eric Cathcart

Seconded: Helen DiPardo

“THAT the Downtown Orillia Management Board sponsor the 2013 Mariposa Folk Festival in the amount of \$2500.00.

AND THAT the Sponsorship include the following:

- A Downtown Mariposa Satellite stage on Peter Street Friday and Saturday afternoon that is listed as an official stage in the program
- Mariposa will help with set-up and programming, however the DMB will be responsible for the cost

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- website presence
- Shuttle Service to the Downtown the entire festival that will be promoted at the site, the website and on the big screen during the festival.

**AND THAT the DMB purchase up to a \$1000 ad to help offset Downtown business ads in the Mariposa Folk Festival Guide”
Carried.**

f. Website

Motion 6

Moved: Bob Willsey

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board hire The Agency and Orillia ProNet to design a new Downtown Orillia website at a cost of \$5574.00 plus HST.

**AND THAT staff be directed to explore RTO7 funding and prepare an application if feasible.”
Carried.**

g. Way-finding Signage Parking Lots

Motion 7

Moved: Helen DiPardo

Seconded: Susan Willsey

**“THAT the Downtown Orillia Management Board hire Speedy Signs to produce directory signs to be placed in the Municipal Parking Lots and at the Port of Orillia at a cost of \$150 Each + Taxes per 3 x 4 panel.
Approx. 7 signs**

AND THAT the DMB request permission from Council to erect the signage.

**AND THAT it won't be purchased until By-law and Council's approval.”
Carried.**

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Direction: Speak to Bylaw and Planning and include their comments in the report to council. Scout out the poles located by pay and displays and down at the Port.

*Sarah Valiquette-Thompson left at 8:05pm
Bob Willsey took over as Chair of the meeting.*

h. Billboards

Motion 8

Moved: Eric Cathcart

Seconded: Helen DiPardo

“THAT the DMB form a billboard committee consisting of Bob Willsey and Ron Spencer.”

Carried.

Motion 9

Moved: Helen DiPardo

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board enter into a contract with TODS and erect signage on Highway 11 in both directions at West Street.”

“Historic Downtown Orillia”

Carried.

Direction: Should say “Historic Downtown Orillia”

i. Benches

Motion10

Moved: Ron Spencer

Seconded: Susan Willsey

“THAT the Downtown Orillia Management board hire Byers Bush Powder Coating Inc to strip and powder coat the 30 benches in Downtown Orillia at a cost of \$9474.20 plus Hst.”

Carried.

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- j. Spring Clean-up
 - Vacant Stores
 - Sign boards on Vacant Buildings
 - Bi way:

*Direction: (1) Send a letter to Mayor Orsi requesting he move forward with his call to the owner of biway and specifically bring up replacing the sign.
(2) Talk to Speedy Signs about "For Lease" signs for vacant building. All in the Downtown Orillia theme.*

Motion 11

Moved: Ron Spencer

Seconded: Eric Cathcart

"THAT the Downtown Orillia Management Board hire Speedy Signs to install the office store front sign at a cost not to exceed \$2500.00 plus HST."

Carried.

Direction: Copy: Downtown Orillia and logo. No need for Management Board. If a tag line is developed in the next few weeks consider adding that. Send mock-ups to board members for comment.

Motion 12

Moved: Helen DiPardo

Seconded: Ron Spencer

"THAT the Downtown Orillia Management Board approve a façade improvement Sign Panel grant in the amount of \$320.00 to Maria-Luisa Cirimele (Awakenings) at 10 Andrew Street South. This is 40% of the \$800 estimated cost of the sign. Payment will be issued on completion of the improvement and submission of paid receipts and a photo of the new sign to the DMB office.

Payment terms will be as follows:

1/3 when sign is installed

1/3 on 1st anniversary of sign completion

1/3 on the 2nd anniversary of sign completion.

AND THAT the Downtown Orillia Management Board approve a Façade Grant in the amount of \$4720.00 to 2341066 Ontario Inc (Mr. Sub) at

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189 Mississauga Street East. This is 40% of the \$11,800.00 estimated improvement. Payment will be issued on completion of the improvement and submission of paid receipts and a photo of the new façade to the DMB office.

AND THAT this approval is subject the member of the Municipal Heritage Committee signing off on the proposed improvements, when the committee member is appointed.”

Carried.

k. Recruitment of New Businesses

Direction: (2) Investigate business licenses further, starting with a 2006-2007 report to Council. Check what other BIA's do to limit how many of certain businesses locate in an area. Provide report at next meeting.

(1) Scan and email board the article that Councillor Bowen brought in about pop up stores

l. Photo Library Partnership- RTO7 Funding

Motion13

Moved: Eric Cathcart

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board partner with Lake Country and other surrounding organizations to develop a photo gallery of the Downtown and surrounding areas to be used for promotional purposes at a cost of \$500.00.

AND THAT the organizations apply for RTO7 grant dollars to enhance the project.”

“Motion to go past 9pm for another 15 minutes” Carried.

m. Parking Advisory Committee

Looking at a gated parking lot meeting. More information to come. Lot 11 will be redone.

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- n. Farmers' Market Ad Hoc Committee
No Report
- o. Transit Committee
Media conference tomorrow about extended bus service. Our rep will tout how it's good for business.
- p. Streets Alive!
Direction: Susan will ask for information on the plan for the back of the letter "D" and will tell Leslie we love the design.
- q. Lakehead Update
No Report
- r. Chamber Update
Business After 5 is at era 67 tomorrow night.

15. Deputation Motions

Moved to immediately after closed session.

16. Date of Next Meeting –Tuesday April 16, 2013. –DOMB Board Room

17. Adjournment.9:07